



**Salada Orange Pekoe**  
Blend will prove a sheer  
delight to lovers of fine tea.

## 'SALADA' TEA

### Controlling The Rust Menace

Very little reflection is required to demonstrate that an expenditure of ten years' intensive work by trained scientists and \$600,000 of coin of the realm is a low price to pay for insurance of Western Canada's future wheat crops against the appalling loss which a few days of rust infestation can levy against the farmers of the West.

The \$600,000 referred to and the ten years spent in work in the laboratory and the field, it was recently announced, is the cost to the nation to date of producing an un-named wheat which, according to authorities, is able to withstand a rust epidemic unscathed and at the same time produce a kernel with all the desirable attributes of the best commercial varieties of bread wheat.

Coupled with this announcement was the further statement that this new wheat can be multiplied to a sufficient extent at Dominion government experimental farms and on private lands under government supervision to enable a general distribution of seed to be made to the farmers of the west in 1937.

These announcements were accompanied by a further declaration of considerable importance, namely, that the government intends to retain control of the source of supply of this valuable seed and to see to it that the farmers are not exploited by private concerns in connection with its distribution.

The statement means that the farmers of Western Canada will be able to secure in two years time a substantial supply of seed wheat that is guaranteed to enable them to grow a crop completely immune from ravages by rust, and at a reasonable price, probably at cost.

It is perhaps a coincidence that these announcements were made at a time when Western Canadian wheat crops were hit by the worst infection of rust that the west has known in history but the information should put new heart into the many thousands of farmers who this summer saw their hopes of recovery blighted when millions of rust spores descended on the most promising crop in years and slaughtered yield and grade which meant reducing price to the vanishing point.

The news given in these important announcements may well mean that 1935 will be the last time that Western Canadian farmers have to suffer tremendous loss from rust. This statement is made with caution, however, for although it is not usual for severe rust infestation to follow in successive years, it cannot be stated affirmatively that it will not occur again before sufficient of the new wheat is grown to make a repetition of the 1935 calamity an impossibility.

Results of the work that has been done during the ten years' quest for a rust resistant wheat and laboratory and field trials of the strains which have been produced, however, appear to indicate that the battle against rust has been won by the scientist and agronomist.

There is additional comfort for the farmer, however, in another coincident announcement and that is that some of the five strains of rust resistant wheat which are being increased this year also show a tendency to resist other diseases, those mentioned specifically being stinking smut, leaf rust and one of the varieties is reported as "moderately resistant" to loom smut.

So that it is possible that while the experts have won their fight against rust they have at the same time scored at least partial victory in the battle against some of the other diseases to which wheat is heir. To what extent these other disease pests have been overcome while the major conflict was being waged time and experiment alone will prove. It is safe to say, however, that these apparent advantages will be followed up with the same vigor that these scientists have shown in their now successful efforts to overcome the major enemy.

Definite proof that the new wheat is all that is claimed for it exists as a result of field trials and laboratory tests which have been made during the ten years the work has been in progress and particularly this season.

In field plots the new wheat showed up clean and bright while alongside it the other standard varieties of commercial wheat were sick with the disease. Laboratory and commercial tests have proven conclusively that the new wheat has milling and baking qualities equal to that of Marquis and Reward.

The tests have demonstrated equally conclusively that the new wheat has the requisite length and strength of straw, yield, earliness, appearance of kernel and weight per bushel possessed by the best of the present day commercial varieties.

In other words the new wheat fills all the requirements of the type of hard spring wheat which has made Western Canada famous in the world's bread markets and has the additional ability to withstand rust, and perhaps to withstand some of the other diseases which periodically take toll of the Western grain farmer.

#### Radio Clock Patented

Radio clock which requires no winding has been patented at Prague. Known as a "radio clock," which can be operated from a distance of 500 miles, it has as works a small receiving set to guide the progress of the hands. The exact time is recorded on the basis of astronomical data.

The tunnel which Persian troops dug under the wall of Dura to capture the city in 255 A.D. has been uncovered by archaeologists.

#### New Name Sought

Scores of letters have been received by J. R. Macdonald, Stipendiary Magistrate of Hull, England, offering alternatives to the word "dole," for which he offered a prize of \$250. So far not one suggestion is regarded as good enough for the award. The writer sent a list of 65 alternatives.

The reversible snake-lizard travels backwards or forwards equally well.

Ninety per cent. of the world's nickel supply is produced by Canada.

### DON'T RISK BAKING FAILURES....

**LESS THAN 1¢ WORTH OF MAGIC**  
makes a truly fine cake!

MAGIC BAKING POWDER safeguards your cakes from failure. Assures you fine results. That's why Canada's foremost cookery experts use and recommend it exclusively. Ask your grocer for a tin—today!

CONTAINS NO ALUM.—This statement on every tin is your guarantee that Magic Baking Powder is free from alum or any harmful ingredients. Made in Canada.



#### Empress Of Ethiopia

Claims She Is Descendant Of Queen Of Sheba

Through all the worries and anxieties brought upon him by Italy's threatened conquest of Ethiopia, Emperor Haile Selassie's most devoted companion and counsellor has been his wife, Empress Walsera Mennen. Gifted with uncommon intelligence, astuteness and foresight, the 41-year-old Empress urged the Emperor not to yield to Mussolini's threats but to defend the kingdom to the last.

Emperor Haile Selassie is Walsera's fourth husband. Maybe that is why she is called the "Queen of Kings." They have three sons and three daughters. They have been married 23 years, and it is said they have never had a quarrel. The Emperor like most of the higher-caste Ethiopians, is monogamous. Walsera is his only wife.

"Walsera" means literally "Lady of Quality." She is the daughter of a famous provincial prince, and has a very dignified and aristocratic bearing. She was educated by private tutors. The "Queen of Kings," who is not fair, and 40, claims to come from the same Hamitic stock as the famous Queen of Sheba who ruled Ethiopia 3,000 years ago. She also claims descent from the glamorous Cleopatra. She is addressed by her ten million native subjects as "Your Serene and All-Just Majesty." She signs herself "The Conquering Lion of Judah hath conquered."

The Empress speaks no language except the ancient Amharic, which is of Semitic origin. All attendants who approach her shield their mouths with their white shamma (shawl).

#### Dionne Quintuplets Bowl

Smartly Designed Bowl Is Offered

A surprise gift offer which will interest every parent, every child and, in fact, everyone who has ever heard of the world-famous Dionne Quintuplets, has been announced. The article offered is a cereal bowl created in honour of the five little sisters and called the Dionne Quintuplets Birthday Bowl. Made of shining lifetime chromium, it is six inches in diameter, smartly designed in modern lines, and embossed inside with a charming picture of the "Quintuplets." On the rim are engraved the names of the babies—Emile, Annette, Marie, Yvonne, and Cecile. Besides being an ideal cereal bowl for a child, it makes a distinctive olive and celery dish or hot-bon dish. Readers can obtain this delightful gift by sending two Quaker Oats trademarks, that is, two cents, to help cover postage and handling charges. To The Quaker Oats Company, Saskatoon, Sask.

#### Heaviest Air Passenger

United Air Lines Carried Judge Who Weighed 400 Pounds

When County Judge A. W. Dulwen applied for a ticket at the United Air Lines office at Omaha the booking clerk was in a quandary. The judge weighs four hundred pounds and is probably the heaviest in the world. The clerk did not wish to offend him, but at the same time wondered if he could book him on board an aeroplane on only one ticket. The company were pleased to take him without extra charge, however, as the judge was undoubtedly the biggest passenger they had ever carried, and they wished to mark the occasion.

#### A Strange City

Queer Place In Derbyshire, England Has Only Eight Houses

A strange city may be found in England within two miles of Chesterfield's famous crooked spire. It is another Derbyshire curiosity. Down a winding bridge-path is Tupton City—the queerest and smallest city in the world. It has only eight houses and 28 inhabitants. It is the city of nothings, for there is no church, no chapel, no public-house, no shop, no post office. No electricity or gas is found there—they use oil lamps. How or why it became a city nobody knows, but it is believed to have been founded on the ashes of a Roman camp.

The vast unexplored continent at the South Pole Antarctica, is believed to be about the size of the United States and Mexico combined. Geographers are not certain that it is one large continent; it may be made up of islands.

The possibility of travelling to the moon, by means of a "flying car" was discussed by a scientific-minded bishop in England in the seventeenth century.

The temperature of one of the sun's spots is about 4,700 degrees centigrade. This is about 1,900 degrees cooler than the sun's spot-free surface. 2115

#### New Type Flying Boat

Soviet Aviation Authorities Try Out Parachute Kite

A passenger and freight-carrying "parachute kite," which Soviet aviation authorities said they believed would be able to ascend into the stratosphere, had its first successful trial lifting four tons of cargo.

An ordinary freight parachute, with a dome 60 feet in diameter, was used. The load was attached with short ropes leading from one side of the parachute. The other side buoys upward, giving the lifting power. Longer ropes, running from the buoiling side, also were attached to a boom which, for passenger-carrying purposes, would consist of a gondola. By manoeuvring the longer rope, the crew, experts said, could steer the parachute and control its ascent and descent.

The whole combination load was called a "parachute train" in the official description by Prof. I. Gromofsky, chief of the experimental institute of the Commissariat of Heavy Industry, which is sponsoring the trials. Gromofsky said he believed the parachute could carry explorers into the stratosphere and described flying in a parachute kite as the safest mode of air travel since the parachute is always opened, assuring a safe descent.

#### Exporters Must Be Careful

Warned Against Sending Goods To Italy Without Guaranteed Payment

The Department of Trade and Commerce said it had received a cable from the Canadian Trade Commissioner at Milan warning Canadians against exporting goods to Italy without first taking careful steps to ensure payment.

The cable, sent by A. B. Muddiman, urged careful dealing with Italian importers because of exchange restrictions by the Italian government. "No shipment of goods should be made from Canada to Italy unless the Italian importer has given assurance he has obtained an import permit from the Italian authorities allowing the importation," it said.

#### Only Four Feet Wide

Philadelphia Is To Have Narrowest Building In U.S.

A building being erected at Philadelphia, Pennsylvania, will, it is believed, be the narrowest in the United States. It will be only four feet wide. The site of the building is all that is left of a corner plot from which the city sliced most of the ground in order to widen a street. The new building will be constructed of stainless steel, and half of it will contain a restaurant which will have a front which can be removed in summer.

More than 1,300 persons of London's population claim the high seas as their birthplace. Of these sea babies, more girls are born than boys.

Eighty per cent. of the new radars in England were bought on time.

### SEND FOR THIS GIFT! DIONNE 'QUINTS' BIRTHDAY BOWL

Sent to anyone for 2 Quaker Oats trademarks and 15c to help cover postage and handling charges. Send to The Quaker Oats Co., Saskatoon, Sask.



● This offer is made to celebrate the selection of Quaker Oats as the cereal for the Dionne Quintuplets, even before their first birthday. You will love this souvenir. A beautiful design in lifetime chromium, 6" in diameter, useful for serving many things. Send now to address above.

#### IN VITAMIN B FOR KEEPING FIT...

10 WORTH OF QUAKER OATS equals 3 Cakes of FRESH YEAST



**BIG Size  
BIG Value  
BIG Satisfaction  
BIG BEN**  
THE PERFECT  
Chewing Tobacco

#### Liner Gangway Blocked

Passengers At Southampton Held Up By Thousands Of Bees

Thousands of bees held up passengers about to embark on the liner Molavia at Southampton, England. The bees settled down comfortably at the foot of the passenger gangway and defied attempts to move them. A hose was tried, but this merely incited the bees, and caused them to buzz in clouds, scattering onlookers. Eventually order was restored, and embarkation proceeded.

#### FASHION FANCIES



**A SHEER WOOLEN TO WEAR RIGHT NOW—SO SIMPLE THAT EVEN AN INEXPERIENCED SEWER CAN MAKE IT**

By Ellen Worth

Here's a smart little woolen dress to be thinking about—or making if you'd prefer it in a wool-like silk or velvet.

It's so very jaunty and tailored looking for school, college or the office.

Made in rust novelty woolen, this little model, that only simulates a blouse and skirt, will be found very practical.

Easy to make for the two-piece skirt joins the blouse "neath the removable belt.

Style No. 450 is designed for sizes 14, 16, 18 years, 20, 22 and 24-inch bust. Size 18 requires 4 yards of 36-inch material with 2½ yards of bias.

Patterns 15c each. Address mail orders to: Pattern Department, Winnipeg Newspaper Union, 175 McDermott Ave. E., Winnipeg.

Let the new Fall and Winter Fashion Magazine assist you in assembling your family's fall clothes. There are designs for every type and every occasion. And of course one of our perfect-fitting patterns is obtainable for every design illustrated. Don't delay! Send for your copy to-day!

#### Transmits Sound And Vision

Television In Germany Covers Distance Of Nearly 50 Miles

A great advance in television service has been achieved by a transmission from Wittenberg to Gildenhall, Germany, a distance of nearly 50 miles. The transmission, both for sound and vision, is stated to have been very good. Dr. M. Hadamowski, head of the German broadcasting service, was seen and heard by the men of the labor camp at Gildenhall, whom he addressed. Afterwards, news pictures were transmitted with results reported to be equally satisfactory.

The catfish gets its name from the cat-like whiskers and purring noise it makes when caught.



### Uli Baba.

How the faithful slave girl saved her master's life—how the robber was foiled through a great eastern custom regarding Salt—is told in picture and story in new book for Children! Yours free!

Send coupon now for "Salt" all over the World! Strange, engaging Salt customs in many lands. Every home should have this book! Send coupon now!

Your Mouthwash WINDSOR SALT is a mouthful of water in mild pleasant, effective and harmless.

Regal Table Salt

A Windsor Salt Preparation for the Mouth, Throat, and Gland Health. Guaranteed to be maintained as by Chemical Control.



**WINDSOR SALT**

Four Ours and Mail Today CANADIAN INDUSTRIES LIMITED, WINDSOR, ONT., CANADA. Without obligation, send for special Children's Booklet, "SALT" all over the World.

Name \_\_\_\_\_ Address \_\_\_\_\_



## Edwardsburg CROWN BRAND CORN SYRUP

AN ENERGY FOOD THAT HAS  
NOURISHED  
MORE CANADIAN CHILDREN  
THAN ANY OTHER CORN  
SYRUP

A product of The CANADA STARCH CO., Limited

### A Clever Photographer

Had Brilliant Idea When He Mistook  
Customer's Address

A young man living at Weingarten, in Wurttemberg, had himself photographed, but the photographer mistook the address, to which the photograph should have been forwarded. What was the photographer to do? He stuck a proof of the photo on the outside of the envelope and added the words "To this gentleman in Weingarten." The photographs reached their correct destination safely.

### Snuff Taking Still Popular

Old Shop In London Sells Seventeen  
Different Kinds

A sturdy old ghost of 18th century London stands at the top of the Haymarket, writes H. V. Morton in the London Daily Herald. It is a bow-fronted shop whose Georgian windows reveal ancient tobacco jars and snuff canisters. This shop sells seventeen different kinds of snuff, including a blend made popular over a century ago by the great dandy, Beau Brummel.

If you buy a tin of snuff at this shop, as I often do, you will discover that the recent marriage of the Duke and Duchess of Kent has given an air of improbable vitality to the old-fashioned label on the tin.

This label announces in antique type that the firm are purveyors of tobacco and foreign snuff to the Kings of Hanover, the Dukes of Sussex, Cambridge, and the Duchess of Kent. This duchess was, of course, the mother of Queen Victoria.

All these distinguished patrons have vanished from Debreit, but the snuff that they enjoyed so long ago still goes out clothed in an advertisement that is, appropriately enough, an epitaph on a once general social custom.

It may amuse those who enjoy odd facts to know that among the old ledgers in this shop is one containing a list of the favorite snuffs used by George IV. One of them, no longer obtainable, was called "Marina."

Snuff-taking, although a ghost of its former self, is more popular than most of us imagine. The biggest snuff-grinding mill is in Ireland and there are others in the North of England.

Compositors, clerks, policemen, the curators of art galleries, night watchmen and others still enjoy a pinch of snuff. Lawyers, who with their passionate adherence to precedent carried the habit into the nineteenth century, seem, strangely enough, to have now abandoned it.

Modern snuff, however, gives no idea of the power and potency of ancient snuff. Our books contain a number of strange old recipes. For instance, grated prunes, port wine, lemon, stale old ale and cheese, figure in several 18th century recipes for snuff. The first snuff gained its fragrance not from the addition of scents and essences, but from the careful blending of various pulverized tobaccos. Scented snuff became popular later in the 18th century.

The most expensive snuff supplied by the trade a hundred and fifty years ago was called Spanish Brandy. It was \$15 a pound. Dealers used to sell with it a little bottle of Vinagre, a rose-scented vinegar from Spain. This liquid was used to moisten the snuff. Another curious snuff was Spanish Sabilla, a fine brick-red powder, which, it was believed, had powder, which, it was believed, had useful medicinal qualities. It was supposed to harden the gums and was very popular as a tooth paste. There was a steady demand for it until 1830, when it died out.

### Interference Not Allowed

Radio Howlers Will Not Be Tolerated

France is conducting a vigorous campaign against radio "howlers," people who interfere with their neighbors' radio reception. In one month the French Ministry of Posts and Telegraphs has caught and punished 13,466 howlers. It is an offense in France to hinder radio reception, and the purchase of what is called "anti-parasite" apparatus is obligatory in cases where refrigerators, elevators and similar equipment cause inconvenience.

Young Artist—"How did you like my paintings?" Friend—"Great! That one of the fried egg was so natural it nearly made me hungry." Artist—"Fried egg? Great Scott, that was a sunset!"

A man could learn a great many things if he didn't think he already knew them. 2118

### Waste Of Power Costs

Loss To The Farmer Is Shown By  
Ontario Investigation

"One of the peculiarities of the development of our Government and College extension services to agriculturists," Professor L. G. Hastings, MacDonald College, Que., told the Ontario Association of Agricultural Societies, "is the almost complete neglect of the question of farm power costs. The same is true of the development and design of new types of equipment. The manufacturer and the farmer took care of this task between them, the latter paying most of the cost of experimentation." According to the 1931 Dominion decennial census there are 192,174 farms in Ontario, and figuring the horse-power cost at 12½ cents per horse hour, or \$1.25 per day, the horse-power bill for the province would be \$39,529,000 annually. There are also 15,000 tractors in Ontario and their operation cost per hour is in the neighborhood of 70 cents. Adding together the horse-power cost and that of tractors brings the total bill to nearly \$48,000,000 per year. Both mechanical and horse-power represent actual expenditures, and waste of power due to dilapidated condition of machinery causes losses which are just as real as those due to low crop yield, or sales for lower than normal prices. It has been estimated by men who have made research studies of this question that from 25 to 30 per cent. of all the power used on Ontario and other farms is wasted. Taking it at a lower figure, it will be found on a total power cost of nearly \$40,000,000, the power-waste represents the sum of nearly \$10,000,000 annually on Ontario farms, or over an average of \$55 per farm, a sum that would go a long way to meet the annual tax bill.

### A Novel Insurance

French Excursionist Has Fare  
Returned If It Rains

"If it rains, you get your money back."

Such is the unusual clause which figures in the novel insurance policy issued by the Northern Railway of France to persons who take part in its Sunday excursions to the seaside resorts of Boulogne and Trepport on the Channel Coast.

Each tourist, in addition to his fare, pays a small sum as a premium, and if it rains between 2:30 and 5:30 p.m. on the day of his excursion, his fare is immediately reimbursed. So far as is known, this is the first time that a railroad has gone into the "rain insurance" business.

To determine whether it has rained or not, two rain-meters have been established, one in Boulogne and the other in Trepport. If they register rain, each person who signed up for rain insurance gets his money back.

—French Railways Bulletin.

### Plenty Of Advice

Emperor Selsassie Being Told How To  
Save His Country

Emperor Haile Selsassie of Ethiopia has received stacks of letters and cablegrams from people in other countries offering him advice on how to save his country and to defeat Italy. Some communications have been received from foreign army officers seeking positions. Haile Selsassie replies courteously to all letters, expressing his thanks and gratifying some of his correspondents with photographs, autographs and stamps.

### IN UP-TO-DATE STABLES

—Old Reliable Minard's

When horses come in to stable with white or saddle boils, or cows have calving udder, the thing to do is get the Minard's bottle at once, as Mr. David of Glenboro, Manitoba, knows. He writes: "I like your Minard's Liniment. Like to have it in the house. I have found your Minard's Liniment especially good for barbed wire cuts on horses." A family of prepared Minard's Liniment over 40 years ago. Still available in every stable and every house. 81

A SAFE OINTMENT  
Soothing  
Healing  
Pain Relieving

Cover Shelves with  
HANDI-ROLL  
35 feet of white or coloured  
paper for kitchen use—covering  
shelves, lining drawers, etc.  
Appleton PAPER REQUESTS  
HAMILTON ONTARIO

# AIR CELL battery lives on air for 1000 hours..

Here is the "A" battery which has revolutionized the radio industry. It is making the battery set as efficient and as simple to operate as an electric receiver.

Eveready Air Cell needs no recharging. It energizes itself by "breathing" oxygen—it literally "lives on air" for 1000 playing hours.

With the Air Cell there is no gradual slackening of power which so often spoils radio reception. It maintains itself at full strength to the end.

Don't envy your city friends who have electrically operated radio sets. Now you can have the same clear reception with no trouble or bother. That is, if you buy a new Air Cell Radio.

These new sets, now made by all Canadian radio manufacturers, use the Eveready Air Cell "A" battery which does away with storage batteries and needs no recharging. The amazingly long life of the Air Cell—with no upkeep costs—gives you true economy.

Eveready Layerbilt "B" Battery is the ideal companion.

CANADIAN NATIONAL CARBON CO., LIMITED  
TORONTO  
Montreal Winnipeg Vancouver

## EVEREADY AIR CELL "A" BATTERY

Flash—Air Cells Reduced to \$7.50

### New Swan King On Thames

Black Bird Takes Command Of River  
At Windsor

There is consternation on the Thames at Windsor. A large black swan has taken command of the entire reach.

The natives, His Majesty's white swans, have fled in terror. Boatmen look upon the new arrival with disfavor for there is an old superstition that when a black swan appears, black days are ahead for all who gain their living on the river.

The "Black Terror", as the swan has been christened, tackled and defeated Methuselah, the uncrowned King of Windsor swans. Methuselah has killed many swans, has drowned dogs caught swimming in his sacred domain, and has even attacked Eton boys and other people using the river.

Yesterday, however, he met his Waterloo near Windsor Bridge in full view of hundreds of holiday makers. The "Black Terror" ducked and dived and led his opponent into a cunning trap. He appeared to weaken, and Methuselah, bristling with self-confidence, dropped his guard. In a flash the "Black Terror" had secured him in a stranglehold. Methuselah was only too glad to see boatmen, who raced to his assistance—London Daily Sketch.

Customer—"I want to buy a present for my wife."  
Pretty Girl Clerk (in cloy)—"Could I interest you in a sun-bait?"  
Customer—"You certainly could, but let's get the present fixed up first."

Birds' nests used by the Chinese for making into soup are about the size of an oyster-shell and it takes thirty-two to weigh a pound. The soup costs about \$2.50 a bowl.

The elephant seals are the biggest of seals some attaining a length of 17 feet.

### Will Not Face Storm

Experiment Was Conducted In  
France With Carrier Pigeons

Carrier pigeons won't carry on in a storm this shattering another cherished illusion of devotion to duty. An experiment was carried out by French military experts and pigeon fanciers in the Basse-Landes radio station here where atmospheric conditions similar to an electrical storm were produced. This was done by generating powerful "charged" Hertzsian waves of 200 amperes. At the same time several hundred military pigeons were released from their cages. Sensing an electrical storm, the pigeons hovered about the aerial a few minutes, then flew right back to their cages. They refused to budge until the "storm" was over.

### Preserving Old Types

Specimens of local breeds that are becoming extinct are to be preserved in the museum at Gloucester, England. A typical Old Gloucester heifer has recently been added, and it is intended to provide representative specimens of several other local breeds. Although already in mind are a Berkshire two-spot pig, a Cotswold sheep and a Cotswold cat.

### Making Accurate Clock

What is claimed to be the most accurate clock in the world—one that will not vary more than one quarter of a second in a year—is being made by a London firm for presentation to Greenwich Observatory.

### Quick Relief

FOR STUFFY HEAD  
Just a few drops... and you breathe easily again! Vicks Vapo-rub clears clogging mucus, reduces swollen membranes—brings welcome relief.  
VICKS VAPOR-RUB  
Used in Time, Helps Prevent Many Colds

### Little Helps For This Week

Even so Father, for so it seemed good in Thy sight. Matthew 11:26.

Let nothing make thee sad or joyful.  
Or too regretful;  
What God hath ordered must be right.  
Then find it in thine own delight.

If we listen to our self-love we shall estimate our lot less by what it is than by what it is not, shall dwell on its hindrances and be blind to its possibilities, and comparing it only with imaginary lives shall indulge in flattering dreams of what we would do if we had the power, give if we had wealth, and be if we had no temptations. If we yield ourselves unto God and sincerely accept our lot as assigned by Him, we shall count up its contents and disregard its omens, and be it as feeble as a cripple or as narrow as a child's, we shall find in it resources of good surpassing our greatest aims, and sacred claims that will keep awake our highest will.

Teacher: "Give me an explanation of three punctuation marks."  
Boy: "A comma is the brake that slows down the speed; an exclamation point is an accident, and a period is a bumper."

It has been found that eyelashes grow about one-twentieth of an inch each week.

## ROYAL YEAST CAKES

give you perfect  
breads, rolls,  
coffee cake and  
buns...



Rolls, Buns and Bread give temporary variety to your menu. See page 13 of Royal Yeast Cake Book for recipe.



The whole family will like these tender Parker House Rolls. Recipe in Royal Yeast Cake Book, page 12.



It's easy to make this delicious Coffee Cake. Recipe on page 12, Royal Yeast Cake Book.

LIGHT, tasty bread is largely a matter of perfect leavening. That's why it is so important to use dependable yeast. With Royal Yeast Cakes you can be sure of full leavening power every time. Each Royal Yeast Cake is protected by a special airtight wrapper. They keep in perfect condition for months.



Two Helpful Booklets...  
FREE  
The "Royal Yeast Cake Book" tells all about the art of breadmaking and gives forty recipes.  
The "Royal Yeast Cake Book" tells all about the art of breadmaking and gives forty recipes.  
BUY MADE-IN-CANADA GOODS  
STANDARD BRANDS LIMITED  
Frank Ave. and Liberty St., Toronto, Ont.  
Send me, free of charge, the "Royal Yeast Cake Book" and "The Royal Yeast to Better Health."  
Name \_\_\_\_\_  
Street \_\_\_\_\_  
Town \_\_\_\_\_ Prov. \_\_\_\_\_

## Brewed in Alberta BEERS are PURE AND WHOLESOME

From the standpoint of purity and wholesomeness, properly brewed beer is the finest of all beverages. Months of careful preparation of highest grade malting quality barley, choice hops, and cultured yeast, together with sparkling, filtered water, are aged for many more months to insure complete fermentation. Then these fully matured beers of Alberta are presented to the public.

Order a case of your favorite brand from our nearest warehouse at Bassano.

The Famous  
Brands of  
Alberta's Breweries  
Monday, October 14th being Election  
Day all warehouses of Distributors  
Ltd. will be closed

### DISTRIBUTORS LIMITED

AGENTS FOR THE BREWING INDUSTRY OF  
ALBERTA

This advert. is not inserted by the Alta. Liquor Control Board or by the Govt. of the Province of Alberta

Now is the Time  
to Check up on  
Your  
PRINTING  
REQUIREMENTS  
Then See

The Call,  
Gleichen.



—the bubbling and sparkling goodness of this distinctive Ginger Ale—the West's finest family beverage.

**CALGARY DRY GINGER ALE**

A LARGER SIZE  
GREATER ECONOMY.

A UNION MADE PRODUCT OF CALGARY BREWING AND MALTING COMPANY, LIMITED

## Town & District

The town has sold the house, which was occupied for several years by M. Murray but vacated some months ago. At the present time house wreckers are busy tearing it down, and so one by one old landmarks are disappearing. This house was built about the year 1906 by Rev. Hector Fraser.

The bridge over the Bow River, south of Gleichen, has just received a coat of nice brown paint. Evidently the new government intends to have their property looking spic and span.

Large crowds attended all shows Saturday during the pictures "Lost we Forget."

The other day Louis Sather shot a banded duck. On the band was a request asking that it be sent to the biology survey. This is the first banded duck that we have heard of being brought down this year.

The world series baseball games should have been played in Gleichen. Here we had perfect Indian summer weather.

Duck hunters did not have very good luck last week. The birds are not flying in such vast numbers in one direction but are scattering more and flying in all directions.

The weekly scout meetings for fall and winter are scheduled to start Friday evening, October 11, at 7.30 p.m. All scouts who intend to be members for the forthcoming year are requested to attend.

The Scarlet Serenaders orchestra of Enchant has been engaged to play for the election dance at the Meadowbrook Hall on October 14th.

We object to the speed the bus travels when driving into town every day from Calgary. It goes by this office altogether too fast. It goes by so fast that we with other people stand agape in amazement. A car proceeding east on 4th Avenue cannot see the bus coming from the north, nor can the bus see it and if a collision ever occurs it will be just too bad for the people in the car and bus.

The road over the Blackfoot Reserve, between Arrowwood and Gleichen is being re-graded by Messrs. S. Williams and M. Ward. At the southern most end of the golf links the road has been re-routed. The road now runs in a south-westerly direction and joins the old road again where it runs south. It is said this was done in order to avoid the sandy nature of the country which the old road ran through for a mile or so before turning west, also it shortens the distance to Arrowwood. Going to Arrowwood many people take the road past the Indian Agents' office to Old Sun School, then turn east and taking the old main road to the trails leading across the prairie and so on down Skunk Hollow Hill. This may popularize these old trails again for a year or so, although they are as crooked as a corkscrew.

### A.M.A. AIDS IN SECURING FUNDS TO FINISH HIGHWAY

Securing of better highways has long been one of the main objectives of the Alberta Motor Association. This organization has frequently emphasized the need upon governments, and, at times with successful results.

Only recently the Edmonton branch of the A.M.A., acting in co-operation with the Chamber of Commerce, urged Premier Aberhart while at Ottawa to obtain a federal loan that would ensure completion of the Jasper highway.

Backed by this support, the premier laid his case before the federal authorities, resulting in a loan of \$2,250,000 being arranged to meet the province's general financial requirements until the end of October.

Of particular interest to motorists, however, especially those who are members of the A.M.A. was the premier's direct assurance to the two Edmonton organizations that satisfactory financial arrangements had been made at Ottawa and work on the Jasper highway would proceed.

Here is another instance where the A.M.A. has succeeded in its efforts to bring about better highway conditions. It has given the full weight of its support to apparent needs. The expenditure for road betterments will be returned to the province several times over in revenue from a large volume of tourist business.

While no announcement has been made, it is believed that through the efforts made, upward of \$200,000 will be made available for completion of travelling of the Jasper highway and other proposed improvements.

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### GLEICHEN TRAIN SCHEDULE

No. 515, Westbound 7.46 a.m.  
No. 516, Eastbound 8.10 p.m.  
No. 1, Westbound 8.25 p.m.  
No. 2, Eastbound 8.47 p.m.

Trains 515 and 516 are Bassano-Calgary locals and are daily except Sunday

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### A FORTUNE IN IT

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The first communications merger was probably a women's sewing circle.

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